

cranes & access

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June 2016 Vol.18 issue 4

Loader cranes

Wheels
and tyres

Small truck
mounts

Vertikal Days
show guide



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On the cover:

A Versalift LAT135-H platform inspecting a Gloster E.28/39 aircraft which commemorates the achievements of Sir Frank Whittle, inventor of the jet engine.



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Comilev in administration, New Leo range from Teupen, Apollo to acquire and merge Maxim and Amquip, Riwal sells first 86ft battery boom, Konecranes buys Terex port/Material Handling, HWS trio acquire Eurosupply, New Grove carry decks, GSR to open UK sales operation, Australia's Hire 16 show, New scissors from Imer, UK's biggest vacuum lifter?



300 JCB telehandlers for Plant Hire UK, 1,000 tonner for Prangl, ALE launches new widening trailer, Enerpac unveils new gantry, Synthetic rope for Middle East, GSR opens UK operation, Palfinger makes largest acquisition and financials round-up.

Small truck mounted lifts 17

The small vehicle mounted aerial lift sector appears to have taken a breather in terms of dramatic new product development, after a decade of spectacular growth in working heights and technology. C&A takes a look at the latest new products and developments.



Loader cranes 29

The loader crane sector is one of the most dynamic we cover in terms of product development, yet in terms of the three largest manufacturers - Palfinger, Hiab and Fassi - little has changed in recent years. We review the market.



In the next C&A

The next issue of Cranes & Access scheduled for early July will feature: Pick & carry cranes, City/small All Terrain cranes, Low level/industrial access and mast booms, Vertical Days review and the Annual Dealer Guide. If you have any contributions or suggestions or are interested in advertising in this issue, please contact our editorial or sales teams.

Vertikal Days show guide 39

The 10th Vertikal Days is now just a week or so away. Each year the show has grown both in terms of exhibitors and visitors. This issue includes a full pull-out show guide with all the exhibitors, new products and essential show information to the biggest and best specialist access and lifting event.



Wheels and tyres 69

Mark Darwin visited OTR Wheel Engineering near Ilkeston, Derbyshire, in the UK and spoke to managing director Gavin Morrison about the industry and what to look for when choosing a wheels and tyres for aerial lifts and telehandlers.



We also take a brief look at the latest products and developments in tyres for cranes, telehandlers and lifts.

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"Judging a person does not define who they are - it defines who you are..."

Anon

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The slippery slope...

There appears to be an increasing trend among some companies to try and squeeze additional money from existing customers, while at the same time cutting back on what they provide. For example, many exhibitors at Bauma voiced discontent that prices had risen significantly despite low inflation and even more exhibitors to

cover the fixed costs, while at the same time faced with additional charges for services that were previously included.

The trend in the wider world is probably driven by slow growth and low inflation making it more difficult for larger businesses to post increased revenues or profit gains. It is particularly noticeable among public companies and those owned by the more aggressive private equity firms with a short-term focus. Flat revenues and small profit increases never play well with those who call into the quarterly investor conference calls.

Business school mentality teaches us that extracting more revenue from an existing customer base can be highly profitable, and there is absolutely nothing wrong with this philosophy. It is a sound policy that at its best can work well for both the supplier and the customer. However, as we highlighted in our rental rate article last month, the key is a) the customer is not surprised by additional charges, and b) that any proposed charges seem fair.

So when does paying extra for something turn into being ripped off? Many would say that certain equipment manufacturers already overprice spare parts. Some even tweak readily available components into even more expensive 'captive' items. If this is purely for 'commercial reasons' it can send the message that the customer is being taken for granted and that's when they start to look elsewhere.

Yes, every business needs to make a sufficient margin to function, re-invest, update and improve its offering, while making a respectable return (rental companies take note). But when price increases or additional charges and fees have no rationale or additional benefit for the buyer, watch out - as they almost always have a viable alternative. It is a lesson for us all to heed as once you have lost the customers' trust and respect it is very hard to win it back.

Mark Darwin

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